



Basis Audionet  
Press Kit



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## Fact Sheet, Basis Audionet

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International office:	Hamburg, Germany
Established:	1967
Brief company profile:	<p>Intelligent communications solutions for successful customer relations: That is Basis Audionet's core competency. The company specializes in the integration of networked components, as well as applications and managed services.</p> <p>Basis Audionet provides our customers with a broad range of relevant services, from VoIP, Media Gateways, call center services, conferencing and chat to solutions designed to enhance conversion rates of online shops and portals.</p>
CEOs:	Rüdiger Kaun, Karl-Heinz Witt
Total workforce:	300 approx.



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Affiliation: Basis Audionet is part of the Avantaxx group.

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## Company Profile

Intelligent communications solutions for successful customer relations: That is the core competency of the Hamburg (Germany) based company Basis Audionet. Established in 1967, the company today specializes in the integration of networked components, as well as applications and managed services.

The company's extensive product portfolio accordingly covers a broad range of services including VoIP, Media Gateways, conferencing and chat, as well as call center services and solutions designed to enhance conversion rates of online shops and portals.

Basis Audionet has a policy of providing customized solutions based on flexible building blocks to accommodate the specific requirements of each individual business. This approach has enabled Basis Audionet to become a recognized partner for national and international businesses, especially carriers, ISPs (Internet Service Providers), VARs (Value Added Resellers), portal operators, online communities and media enterprises.

Complete information about Basis Audionet is available online at [www.basis-audionet.com](http://www.basis-audionet.com)

Last updated: November 2009

## Basis Audionet Company History

Basis Audionet was established in 1967 under the name of *Basis Dienstleistungsagentur*, whose expertise was in the area of corporate branding. The agency was acquired in 1996 by the entrepreneur Lutz Schaffhausen.

Receipt of a contract by a major telecommunications company provided an opportunity for the agency to develop its own implementation of a previously produced marketing concept. The supplement, *Audionet* was added to the company name as an indicator that Basis had progressed to the status of a service provider in the market segment of telephony and telecommunications.

The assumption and completion of a product development assignment for the ATLAS Corporation in 2000 resulted in the establishment of a branch office at Lower Gwynedd, PA. The Lower Gwynedd staff successfully completed the development of the SARU (Switched Audio Response Unit), an access technology platform for voicemail and other telephony platforms, with a subsequent implementation on the German market.

Basis Audionet subsequently proceeded on a course of rapid operative growth. The company's current portfolio covers the most recent technological trends, as in the areas of Voice over IP and speech recognition / IVR.

Inclusive of the Lower Gwynedd subsidiary, Basis Audionet today employs a total workforce of several hundred staff. The German parent company, Basis Audionet GmbH, is part of the Avantaxx group.

## Products and Services

### **Telecommunications**

Telephony over IP-based networks – Voice over Internet Protocol (VoIP) – has come to be a standard technology rapidly gaining global acceptance. Working for a major German DSL provider, Basis Audionet succeeded in paving the way for outstanding development of the provider's VoIP operations, leading to the creation of more than 250,000 user accounts within the first twelve business months.

### **Technology. Development. Allocation. Integration. Billing**

Basis Audionet's services include the development, integration and operation of system platforms for telecommunications providers. From classic voicemail over video mail to VoIP systems Basis Audionet offers the entire range of complex solutions and services for the telecommunications industry. The implementation of administration and billing processes completes our offering.

### **Speech Based Services. Value Adding Services**

Using conferencing and value adding services telecommunications providers may achieve substantial increases in air minutes volume. Implementing such services for an eminent German provider, Basis Audionet was able to generate an annual call volume of more than 30 million minutes and more than 20 million connections. This achievement naturally led this company to rely on Basis Audionet's expertise for their call centers as well.



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## **Customer Management Solutions**

Basis Audionet's customer management solutions attend to our more than seven million customers throughout the entire cycle, from acquisition to retention and support to win-back. Special emphasis is on products requiring detailed end user instruction. Continuous training by our in-house training and coaching team ensures that every one of the up to 30,000 inbound daily calls received provides effective support to our customers.

## **Customer Portals 1st and 2nd Level Helplines. CRM. Monitoring**

Only a competently managed address pool will ensure maximum success of direct marketing and sales activities. Basis Audionet supports the creation and maintenance of customized marketing databases. Data can be analyzed to meet specific targets, and evaluated according to a sales oriented approach. Our phone based address optimization aids in the successful implementation of direct marketing initiatives.

## Recent Basis Audionet Products

### **WebCenter**

Introducing the WebCenter portfolio, Basis Audionet provides our customers with an offering unique to the German online business industry.

WebCenter represents a multi channel contact center with a centralized platform designed to manage communication and fulfilment processes. The benefits offered by stationary sales or mail order have to be compensated or even exceeded by Internet portals and service organisations. WebCenter provides the solutions in response to these issues, in virtue of being tailored to the specific requirements of selling via Internet portals. In the form of our SalesPilot product, WebCenter features a unique tool for customers selling complex products or services online.

Regardless of how businesses wish to communicate with their customers, WebCenter will provide the medium (telephony, fax, SMS, E-mail, mail). Basis Audionet offers all components required in the context of customer scenarios, e.g. sales force control, CRM reporting, E-mail response management, billing, collections, API management, portals, document management and bulk mail campaigns. Services are available as individual modules, ensuring that every customer receives a solution package to meet their individual requirements.

WebCenter also is ideal for outsourcing-partnerships (business process outsourcing), helping Internet portal providers to keep their organisations streamlined.

### **SalesPilot**

Many online shops, whilst generating substantial visitor traffic, fail to sell accordingly, which is typically caused by a lack of customer counselling. Using SalesPilot, operators of online shops now have the option directly to engage with customers seeking such service.

SalesPilot interfaces between your online shop and your customers, lifting the online shopping and counselling experience to a whole new level. SalesPilot uniquely combines self-learning analytics with chat, video, co-browsing und telephony to result in a single system establishing contact between undecided but interested visitors to a Web site and a WebCenter agent. For operators of online shops and Internet portals, the mechanisms of classic customer management and personal contact are thus brought to the Web for the first time. SalesPilot truly gets salespeople online, yielding increases in revenue in virtue of addressing customers directly, in real time.

Customer assistance is chat or phone based. During such live interaction, the sales representative will talk customers through the products / services on offer. Using content pushing, both the customer and the agent will have access to Web based content.

Especially products requiring substantial customer counselling, such as provided by banks, insurances, the automotive industry and travelling portals, may expect dramatic increases in online customer volume. The principal benefit is in the ability to present products in the context of a specifically targeted exchange customized to match customer requirements. Entering detailed information on search screens and forms, a typical reason for the cancellation of online booking procedures, is performed by WebCenter directly, facilitating the buying decision. The customer will receive proactive counselling support until the sale is made.

### **Get your Agent!**

The *Get your Agent!* feature ideally supplements SalesPilot. Based on real time online customer contact, it enables any online business to achieve increased turnover.

Using a Web "radar device", *Get your Agent!* pre-selects communication partners on the strength of monitored clicking behavior. This feature enables the identification of potential customers, who can then be contacted in real time using suitable popups. If the prospective customers agrees to receive sales counselling, contact with the WebCenter may continue via text based chat, (video) telephony and co-browsing, according to the prospect's preferences.

## **Call me now!**

The *Call me now!* feature actively connects parties via immediate phone calls (e.g. to contact a hotline service). Operators of online portals may offer this service by providing a *Contact* button or based on “Web radar”.

Call me now! uses a telephony server to enable a person in need of sales advice to receive an appropriate phone call from sales staff. The prospective customer will have the option to enter their phone number onto an online form provided. After clicking the “Call” button, a VoIP based connection will open automatically, ringing the interested party’s phone to connect them to a sales rep.

The resultant charges, which are less than for 0800 calls, will be due to the portal operator. Prospective customers thus benefit from free calls to their own phone, which can be IP, ISDN or analog.

For portal operators, this service opens up the ability to move from a potential customer’s “passive” interest to active sales conversations. “Call me now!” thus represents a great addition to SalesPilot.



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